DIPLOMA IN
CREATIVE WRITING AND CONTENT DEVELOPMENT
SEMESTER-1
CWCD-103
Professional Writing and Business Communication

MAX. MARKS: 100
EXTERNAL: 70
INTERNAL: 30
PASS: 40%
CREDITS: 5

COURSE OBJECTIVES	
CO1	Draft professional business documents such as executive summaries, formal reports, and persuasive proposals.
CO2	Apply the principles of technical writing to translate complex data into accessible content.
CO3	Demonstrate proficiency in corporate electronic communication, including high-stakes email etiquette and newsletters.
CO4	Construct professional press releases and media kits following standard Public Relations (PR) protocols.

INSTRUCTIONS FOR EXAMINATIONS

1. The syllabus prescribed should be strictly adhered to.
2. The question paper will consist of three sections: A, B, and C. Sections A and B will have four questions each from the respective sections of the syllabus and will carry 10 marks each. The candidates will attempt two questions from each section.
3. Section C will have fifteen short answer questions covering the entire syllabus. The candidates will attempt ten questions and each question will carry 3 marks.
4. The examiner shall give a clear instruction to the candidates to attempt questions only at one place and only once. Second or subsequent attempts, unless the earlier ones have been crossed out, shall not be evaluated.
5. The duration of each paper will be three hours.

Section A

Unit 1: Principles of Business Communication

Unit 2: Writing for Corporate: Reports, Proposals, and Emails

Section B

Unit 3: Technical Writing: Simplifying complex data

Unit 4: Public Relations and Media Releases